

Figure 1.

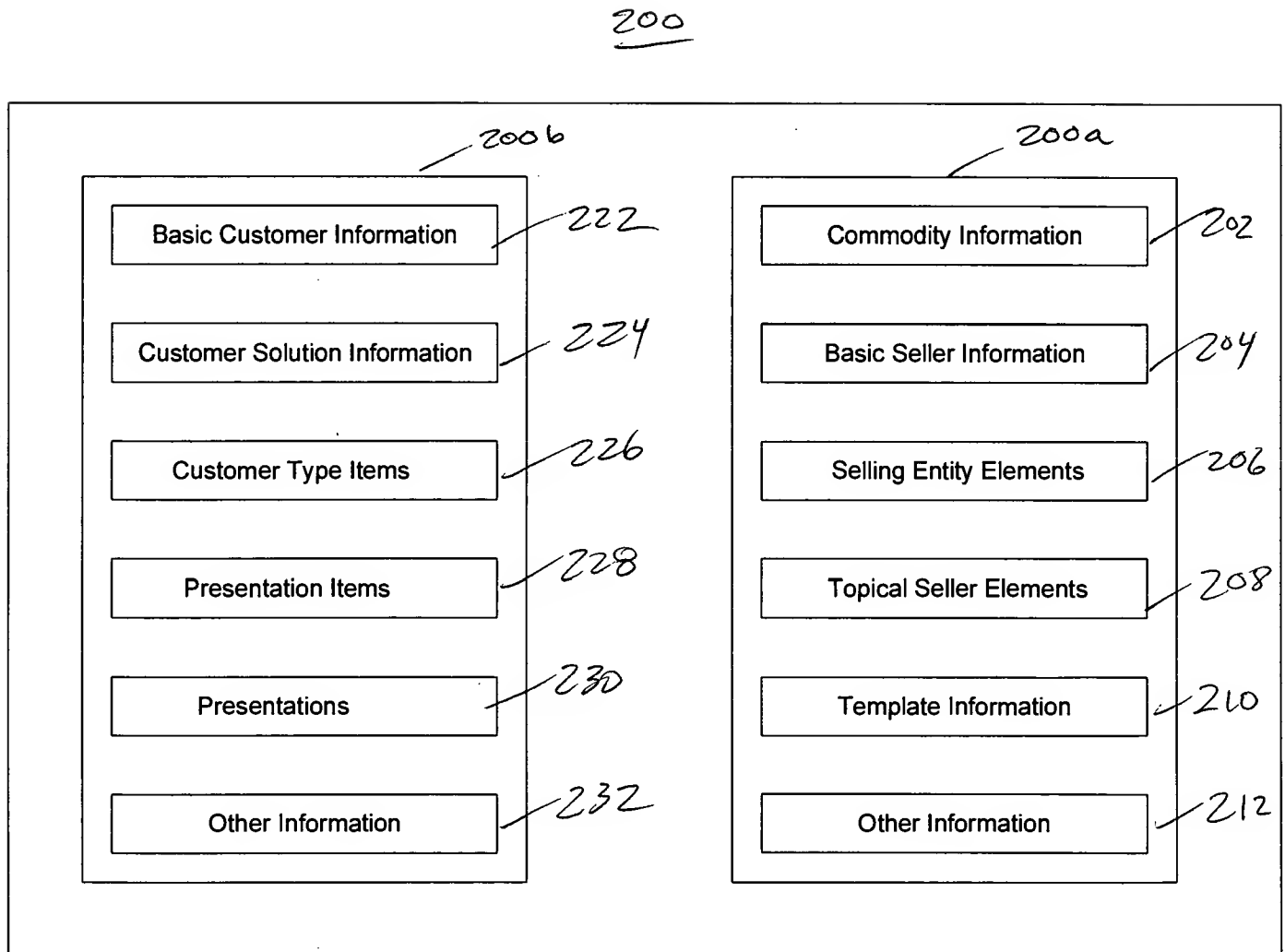


Figure 2.

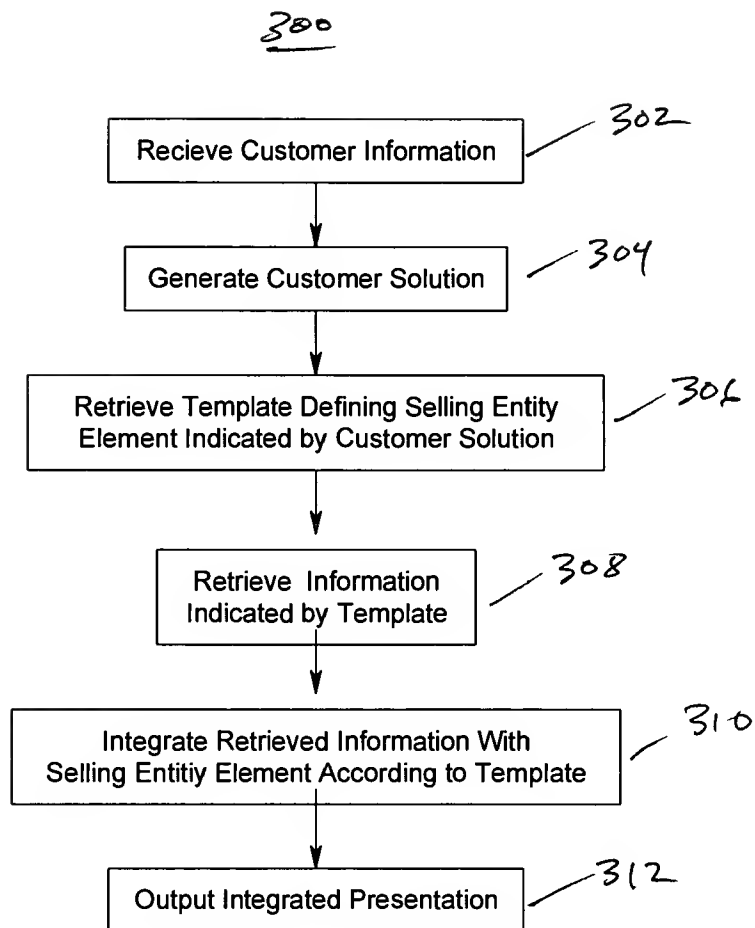


Figure 3.

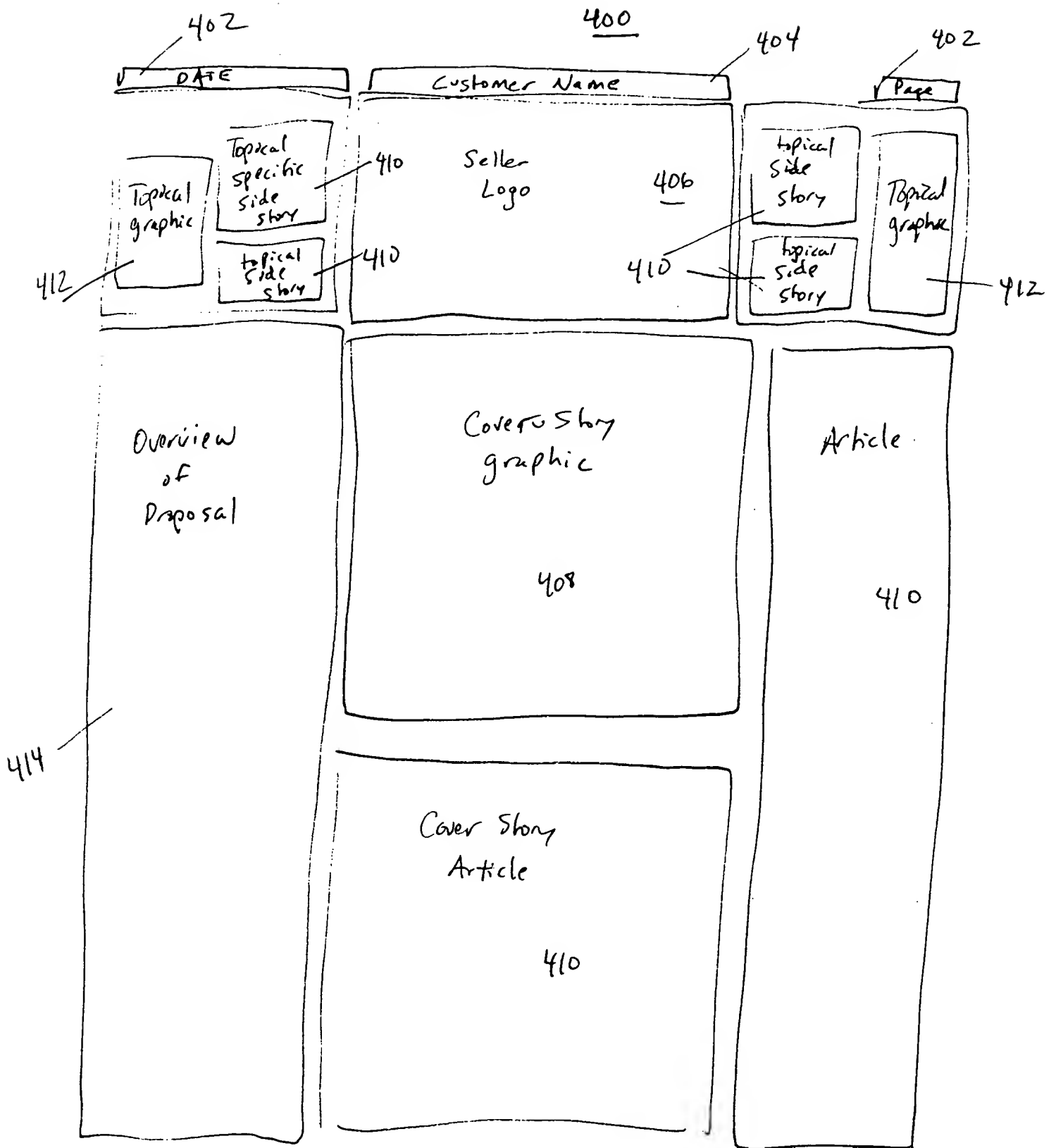


Fig. 4

DECEMBER 1, 1995

A PROPOSAL TO UNIGLOBE TRAVEL

PAGE

TRAVEL SPENDING EXPECTED TO INCREASE IN '96

► COASTAL HOLDINGS, EXPERTS SAY CONSUMERS WILL OPEN POCKETBOOKS FOR '96 TRIP

AGENCIES COMPETE BY PROMOTING THE "LITTLE THINGS" TO TRAVELERS

USA TODAY

NO. 1 IN THE USA ... FIRST IN DAILY READERS

WHAT TRAVELERS ARE LOOKING FOR IN HOT DESTINATIONS

► LAS VEGAS, PHOENIX AND PALM BEACH TOP USA TRAVEL RETARNS

TRAVEL AGENTS SEE "GOOD THINGS AHEAD" FOR INDUSTRY

FRI/SAT/SUN., DECEMBER 1, 1995

OVERVIEW

A QUICK READ ON OBJECTIVES, STRATEGY AND TACTICS

INCREASE BOOKINGS: Increase consumer bookings/reservations for UNIGLOBE Travel and its "Blue Largo Cruise" promotion.

TARGET SPENDERS: Highlight visibility for UNIGLOBE Travel with those leisure travelers across the USA most likely to spend.

AWARENESS: Generate broad awareness of the advantages of cruising as the preeminent vacation category.

EXCITEMENT: Create excitement among travel agents for "Blue Largo Cruise" promotion.

ADVERTISING CAMPAIGN: Conduct a continuous advertising campaign for UNIGLOBE Travel's "Blue Largo Cruise" promotion in a national publication that reaches responsive readers within a complementary editorial environment.

INCREASE TRAFFIC: Implement a consumer promotion that increases travel agency traffic during "Blue Largo Cruise" promotion.

MULTIMEDIA: Develop multimedia advertising to inform travelers about the advantages of a cruise vacation.

ENTHUSIASM: Generate travel agent enthusiasm for "Blue Largo Cruise" promotion.

USA TODAY EVERYDAY: Take advantage of USA TODAY's daily presence to build excitement, interest and awareness of "Blue Largo Cruise" promotion.

AD BLITZ: Advertise continually to target UNIGLOBE Travel's key prospects—leisure travelers—in USA TODAY's Life section (16 full-page ads for 4 weeks, Monday-Thursday; below Today's TV Grid, Friday).

VISIBILITY: Employ an advertising program in USA TODAY to highlight advantages of a cruise vacation and UNIGLOBE Travel services to the USA's most frequent travelers.

BREADTH: Implement travel trade advertising that broadens awareness of "Blue Largo Cruise" promotion among UNIGLOBE agents.

Inside USA TODAY

Destination Travel	4
Circulation	5
Key Audience Info	7
Programs	12
Rates	14

CR-RT SORT = UN95034
Prepared for: Kathy Peterson
UNIGLOBE Travel
Prepared by: Leslie Osborn
USA TODAY



COVER STORY

USA TODAY provides best travel demographics, top coverage for UNIGLOBE ads

By John Williams
USA TODAY

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AGENTS: Ad placement in USA TODAY boosts traffic

By Laurie Benidahl
USA TODAY

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CWC CONFIDENTIAL AND PROPRIETARY

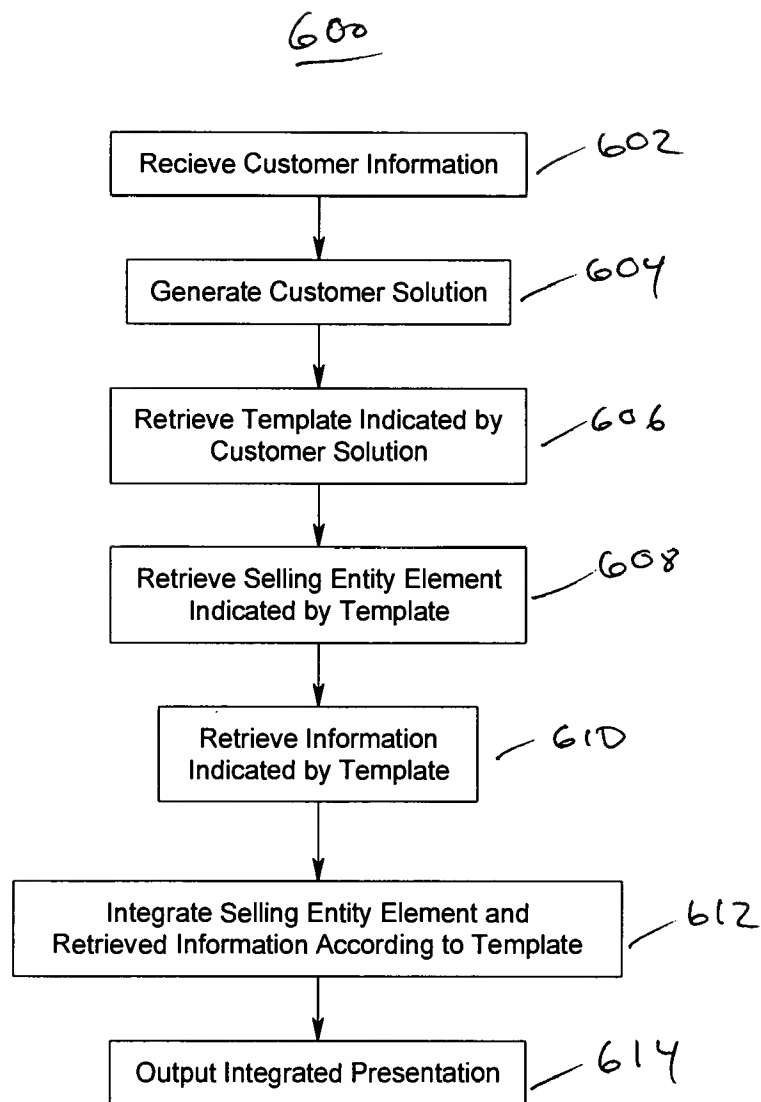


Figure 6.

700

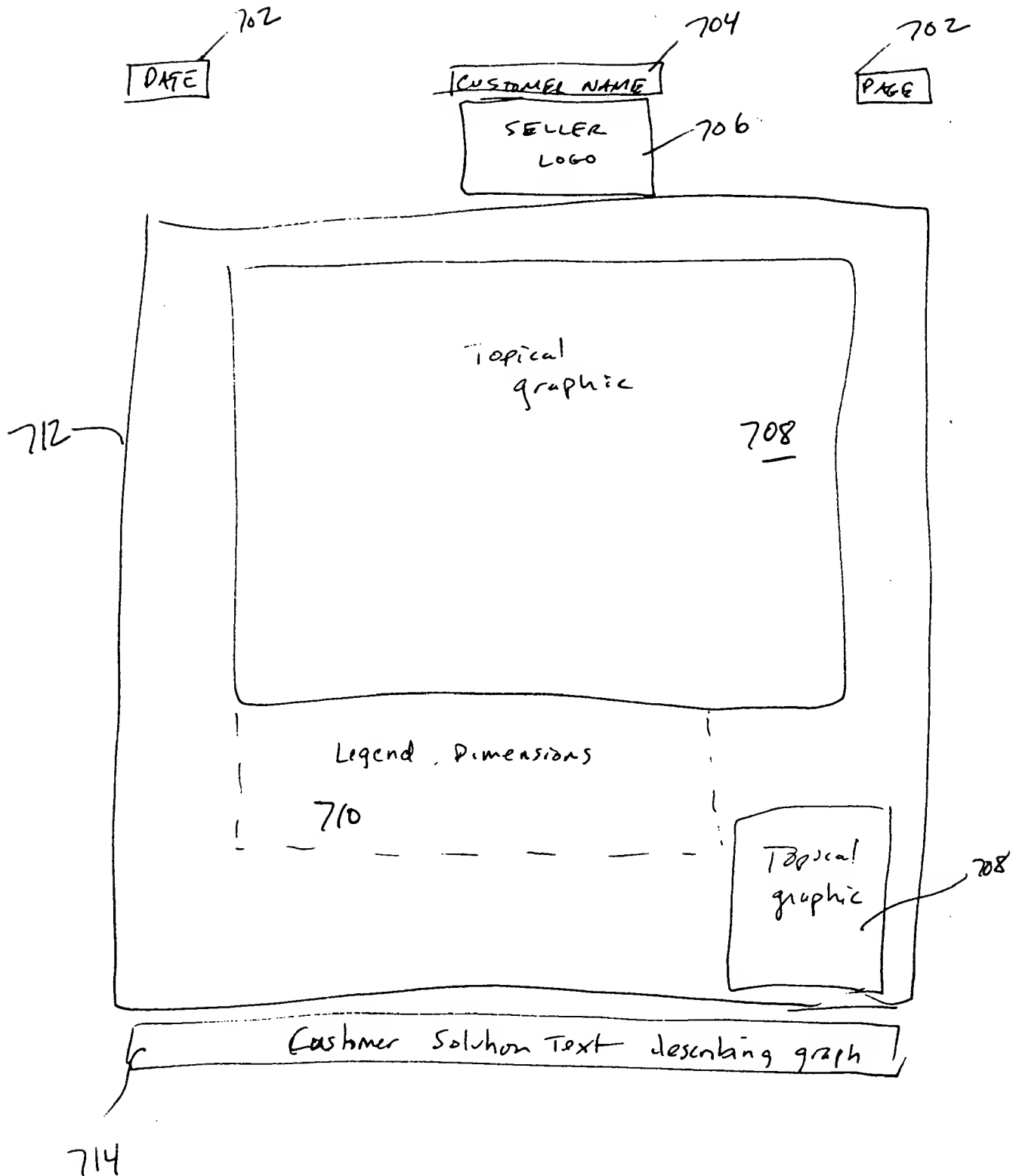
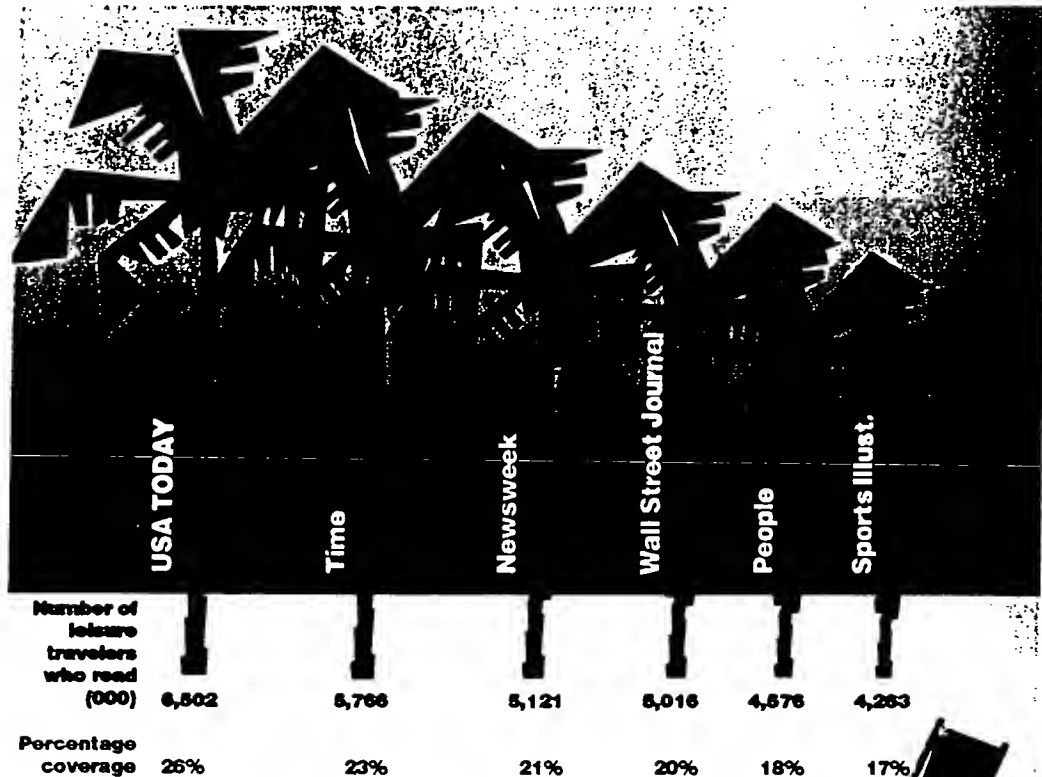


Fig. 7

802
DECEMBER 1, 1995800
A PROPOSAL TO UNIOLOBE TRAVEL804
PAGE 8**USA
TODAY****Key Audience Information--Targeted Readership**

814

**USA TODAY
Reaches Frequent Leisure Travelers**

808

USA TODAY is among the leading publications in leisure travel readership. Covering 26% (over 6 million readers) of the frequent leisure travel market, USA TODAY ensures your message reaches its target audience.

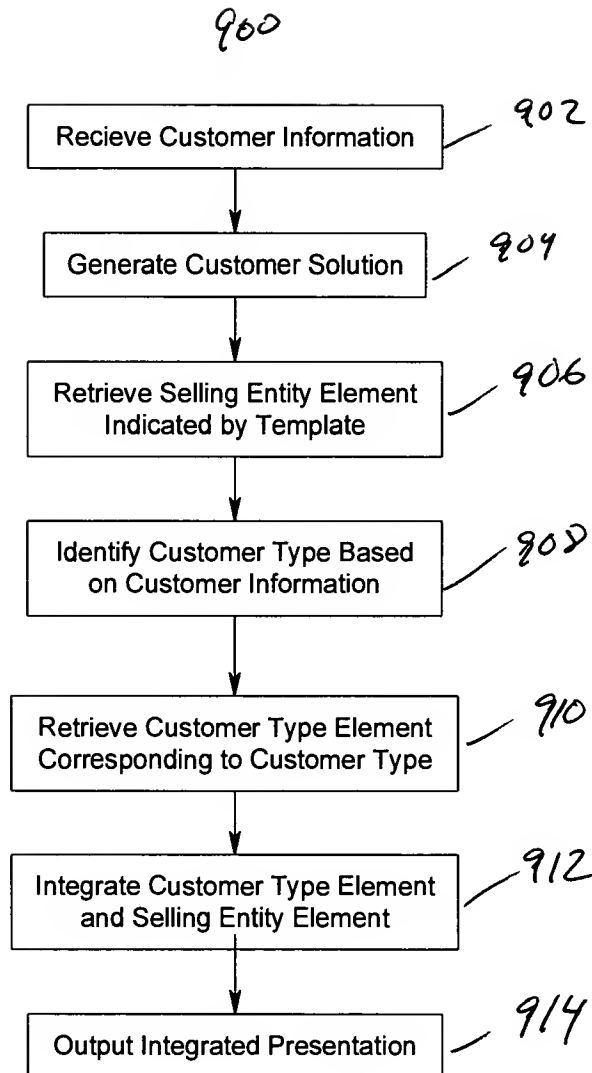


Figure 9.

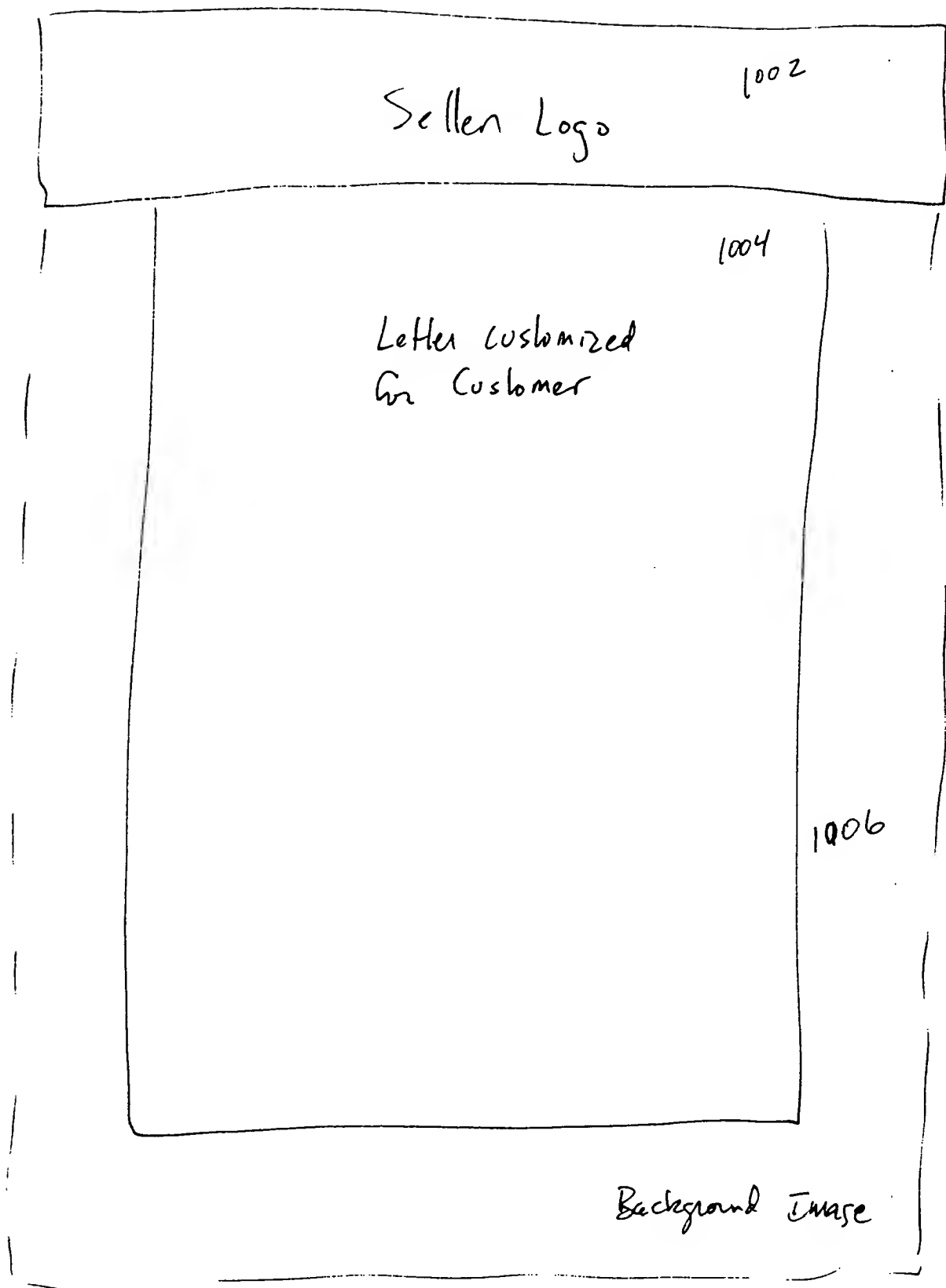


Fig. 10

1102 2

CLEAR WITH COMPUTERS, INC. VISITS THE OFFICES OF

MERCHANT & GOULD

3100 NORWEST CENTER, 30 SOUTH SEVENTH STREET MINNEAPOLIS, MINNESOTA 55402-4131 U.S.A.
 PHONE 612/332-5300 FAX 612/332-9081
 JOHN P. SUMNER DIRECT DIAL 612/336-4624

September 10, 1996

Jerry Johnson
 Clear With Computers, Inc.
 1983 Premier Drive
 Mankato, MN 56002-1459

Dear Jerry:

Thank you for your interest in Merchant & Gould. Enclosed is the Request for Proposal package. This proposal contains information about our firm and the intellectual property services we provide. On page 15 you will find a quotation for the patent we discussed for the SIGNATURE PLUS 5.0 system.

In addition, I have set forth a proposed client service team including specific personnel within our firm available to serve CWC in a variety of intellectual property areas. These areas include acquiring patents, providing patent clearance, infringement and validity opinions, acquiring trademark rights, and serving CWC in contested intellectual property matters and litigation. Please note that these and other people are available for service but will not be active except as authorized by CWC. You will find team profiles and an organizational chart beginning on page six.

As indicated during the visit, Merchant & Gould is a firm practicing exclusively in the area of intellectual property law. Approximately half of its 80 or so lawyers practice in the firm's General Practice Group, obtaining rights and counseling clients in the various types of intellectual property protection, including related licensing. The other half of the firm's lawyers work in our Litigation Practice Group.

We look forward to CWC personnel visiting our firm in order to meet team members and other firm personnel, to see our firm, and to further discuss how Merchant & Gould might best serve your needs.

Sincerely,

John P. Sumner

Minneapolis Saint Paul Los Angeles

CONFIDENTIAL AND PROPRIETARY

Mark A. Krall
 Jerome E. Smith
 Katherine M.
 Kowalsky
 Dennis E. Daley
 David W. Lynch
 Alan G. Gorman
 Joseph M. Kachalec
 Theodore E. Plankett
 John C. Esch
 Thomas R. Byles
 Mark A. Hollingsworth
 Dennis M. Kottelberger
 William D. Miller

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Fig. 11

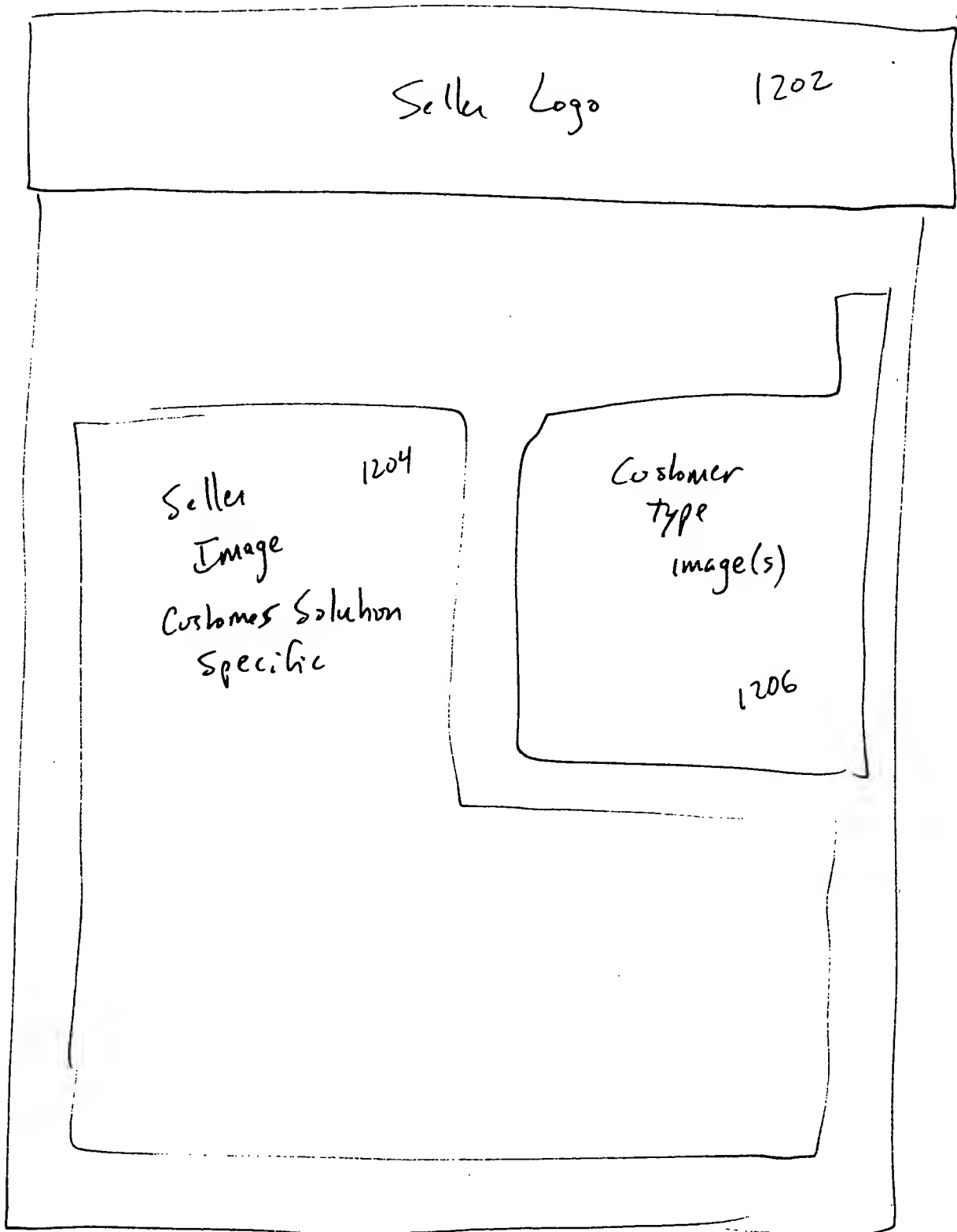


Fig. 12

1302 7

CLEAR WITH COMPUTERS, INC. VISITS THE OFFICES OF

MERCHANT & GOULD**Proposed Intellectual Property Team**

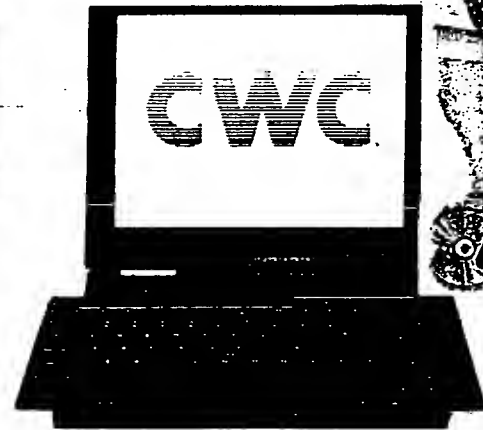
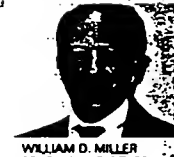
PREPARED FOR: JERRY JOHNSON, CLEAR WITH COMPUTERS, INC. (CWC)

PREPARED BY: JOHN P. SUMNER, MERCHANT & GOULD

SEPTEMBER 10, 1996

1304 7

1306 7

JO ANN CRANDALL
SECRETARYCAROLINE KADEVITCH
WORKING ATTORNEYKIM WALIGOSKI
SECRETARYTHOMAS HASSING
STAFF ENGINEERJUDY TESS
SECRETARYJOHN P. SUMNER
PATENT AND PRIMARY ATTORNEYTAMI WILSON
SECRETARYJOHN P. SUMNER
ADVISOR AND BACKUP ATTORNEYJO ANN CRANDALL
SECRETARYMICHAEL R. COHEN
COPYRIGHTS LEAD ATTORNEYMARY LOU RUONAVAARA
SECRETARYMICHAEL R. COHEN
BACKUP ATTORNEYTAMI WILSON
SECRETARYSANDRA EPP RYAN
WORKING ATTORNEYTAMI WILSON
SECRETARYJINI DENBESTE
PARALEGALJOY PETERSON GETTS
SECRETARYJOHN L. BEARD
TRADEMARKS LEAD ATTORNEYWILLIAM D. MILLER
LICENSING AND OTHER AGREEMENTSTAMI WILSON
SECRETARYJOHN P. SUMNER
ADVISOR AND BACKUP ATTORNEYJO ANN CRANDALL
SECRETARY

TEAM TELEPHONE NUMBERS			
MAIN OFFICE NUMBER (612) 332-6300			
JOHN L. BEARD	(612) 371-5238	JOY PETERSON GETTS	(612) 338-4868
MICHAEL R. COHEN	(612) 338-4774	MARY LOU RUONAVAARA	(612) 338-4736
JO ANN CRANDALL	(612) 338-4863	JOHN P. SUMNER	(612) 338-4824
JINI DENBESTE	(612) 338-4863	JUDY TESS	(612) 338-4866
SANDRA EPP RYAN	(612) 338-4781	KIM WALIGOSKI	(612) 338-4742
THOMAS HASSING	(612) 338-4727	TAMI WILSON	(612) 338-4714

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1400

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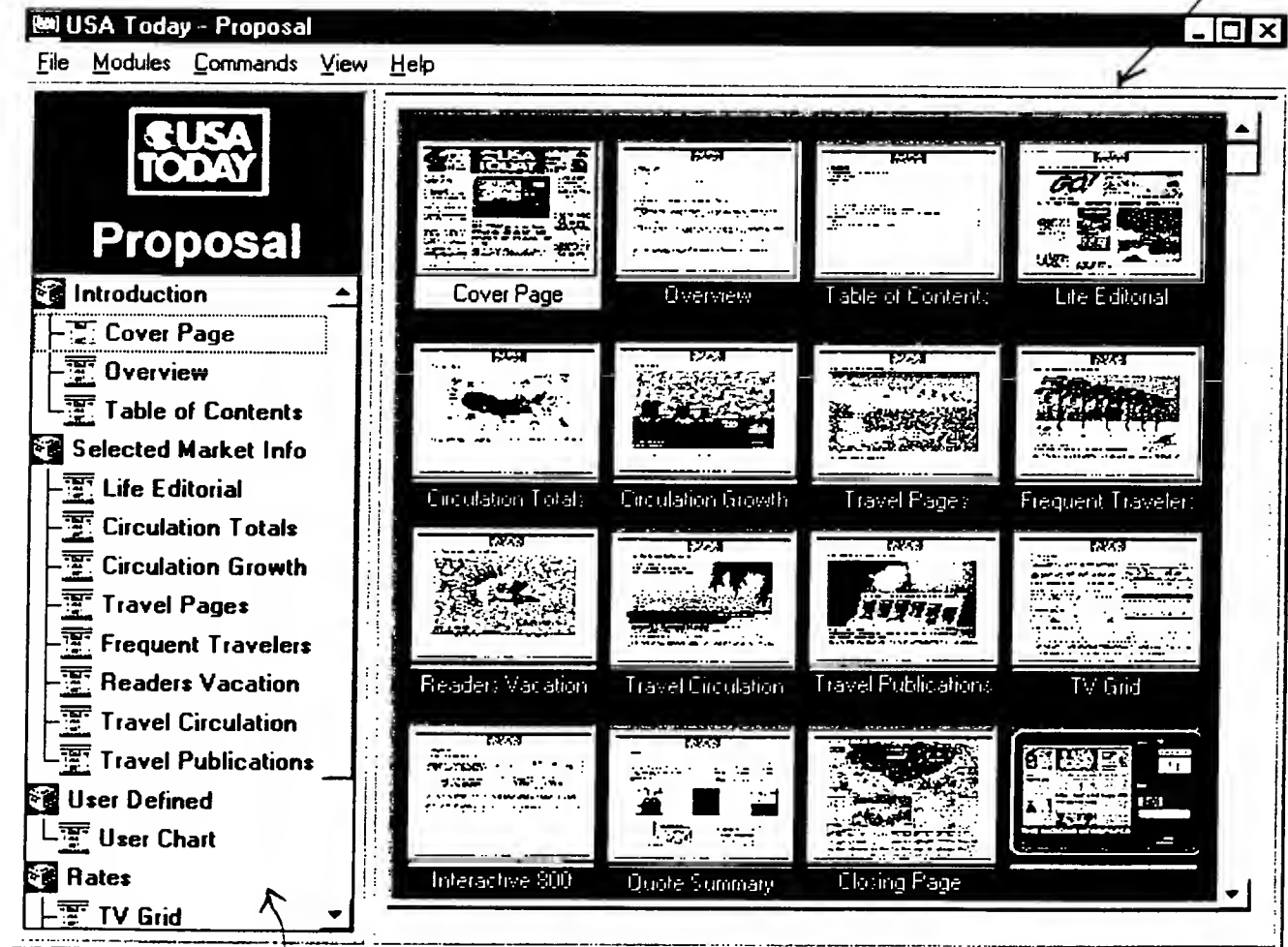


Figure 14.

VIA SATELLITE

THE NATION'S NEWSPAPER



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 8, 1995



50 CENTS PER COPY

CLARTERS

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USA
TODAYThe best source of real time news
and information in the world

THE NATIONS NEWSPAPER

COIN
RETURN

CWC CONFIDENTIAL AND PROPRIETARY



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 3, 1986

**UNIGLOBE'S
BLUE LARGO CRUISE PROMOTION****Objectives/Strategies/Tactics****Objectives**

- ▶ Increase consumer bookings/reservations for UNIGLOBE Travel and its "Blue Largo Cruise" promotion
- ▶ Heighten awareness for UNIGLOBE Travel with those leisure travelers across the USA most likely to buy
- ▶ Generate broad awareness of the advantages of cruising as the preeminent vacation category
- ▶ Create excitement among travel agents for "Blue Largo Cruise" promotion

Strategy

- ▶ Conduct a continuous advertising campaign for UNIGLOBE Travel's "Blue Largo Cruise" promotion in a national publication that reaches responsive readers within a complementary editorial environment
- ▶ Implement a consumer promotion that increases travel agency traffic during "Blue Largo Cruise" promotion
- ▶ Develop multimedia advertising to inform travelers about the advantages of a cruise vacation
- ▶ Generate travel agent enthusiasm for "Blue Largo Cruise" promotion

Tactics

- ▶ Take advantage of USA TODAY's daily presence to build excitement, impact and awareness of "Blue Largo Cruise" promotion
- ▶ Advertise continually to target UNIGLOBE Travel's key prospects—leisure travelers—in USA TODAY'S Life section (16 full-page ads for 4 weeks, Monday - Thursday; below Today's TV Grid, Friday)
- ▶ Employ an advertising program in USA TODAY to highlight advantages of a cruise vacation and UNIGLOBE Travel services to the USA's most frequent travelers
- ▶ Implement travel trade advertising that broadens awareness of "Blue Largo Cruise" promotion among UNIGLOBE travel agents

VIA SATELLITE

THE NATION'S NEWSPAPER

PAGE 10



PREPARED FOR: UNIGLOBE Travel

PREPARED BY: Leslie Osborn

AUGUST 3, 1986

UNIGLOBE'S BLUE LARGO CRUISE PROMOTION

Key Audience Information

USA TODAY Reaches Frequent Leisure Travelers

	Number of leisure travelers who read (000)	Percent coverage
Reader's Digest	7,967	32%
National Geographic	6,608	26%
USA TODAY	6,502	26%
Time	5,766	23%
Newsweek	5,121	21%
Wall Street Journal	5,016	20%
People	4,576	18%
Sports Illustrated	4,263	17%
Modern Maturity	4,103	16%
U.S. News & World Report	3,908	16%

USA TODAY Readers Need a Vacation

	And (000)	% Comp	% Cavg	Index
Prefer to travel far from home for leisure	4,464	69%	27%	104
Plan to take a "sun and sand" vacation next 3 years	2,520	39%	32%	121
Expect leisure travel to increase, next 3 years	2,486	38%	29%	105
Have ever taken a cruise	1,965	30%	27%	105

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Fig. 17